

What is claimed is:

1. A method for distributing promotional material with a package of bread from a baking facility in which loaves of bread are baked, sliced, and packaged, said method comprising:

5 a. receiving, at a system operator central computer, a first data record containing promotional specifications for generating promotional materials;

b. receiving, at the system operator central computer, a second data record containing a purchase order for a specific retailer;

10 c. generating a first set of instructions for coordinating the baking facility's daily production and packaging;

d. based on one or more of said first and second data records and first set of instructions, generating a second set of instructions for packaging said loaves of bread; and

15 e. based on one or more of said first and second data records and first set of instructions, generating a third set of instructions for including promotional materials with said package of bread.

20 2. The method of claim 1, wherein, in step (d), said second set of instructions is transmitted to a bagging-system computer at the baking facility, wherein said bagging-system computer uses said second set of instructions to automatically control the operation of a bagging system located at the baking facility.

3. The method of claim 2, wherein, in step (e), said third set of instructions is transmitted to a coupon-targeting system computer, wherein said coupon-targeting system computer uses said third set of instructions to automatically control the operation

of a coupon-targeting system for including promotional materials with said package of bread.

4. The method of claim 2, wherein said package of bread is placed on a cart for delivery to a specific retailer having a specific retail destination, the method further  
5 comprising transmitting a fourth set of instructions to a cart-marking system computer, said cart-marking system computer using said fourth set of instructions to generate an identification mark to be placed on said cart.

5. The method of claim 4, wherein said identification mark includes one or more members selected from the group consisting of the number of bread packages to be  
10 placed on said cart, the type of bread to be placed on said cart, and the retail destination for said cart.

6. The method of claim 5, wherein the identification mark is a bar code.

7. The method of claim 1, wherein, in step (c), said first set of instructions is generated by an onsite computer at the baking facility.

15 8. The method of claim 1, wherein, in step (c), said first set of instructions is generated by a baking facility central computer system.

9. The method of claim 1, wherein the first data record is transmitted from a client's computer, and the system operator's central computer processes said first and second data records to generate said first set of instructions.

20 10. The method of claim 9, wherein the second data record is transmitted from a route driver's computer.

11. The method of claim 1, wherein the second set of instructions includes data to specify the wrapper to be used for bagging each loaf of bread.

12. The method of claim 11, wherein the third set of instructions includes data that is used by the coupon-targeting system to automatically include a packet with each said package at the baking facility based on one or more factors selected from the group consisting of the specific type of bread to be packaged and a retail destination of said package of bread, wherein each said packet contains one or more pieces of said promotional material.
13. The method of claim 12 wherein said packet is placed inside said package of bread.
14. A method for distributing promotional material with packages of bread from a baking facility in which loaves of bread are baked, sliced, and packaged, said method comprising:
- a. receiving a first data record from a client containing promotional specifications for generating promotional materials;
  - b. receiving a second data record containing a purchase order for a specific retailer;
  - c. based on one or more of said first and second data records, generating and transmitting a set of instructions to a bagging-system computer at the baking facility, wherein said bagging-system computer uses said set of instructions to automatically control the operation of a bagging system located at the baking facility;
  - d. according to said instructions, enclosing a plurality of loaves of bread with respective, individual wrappers so as to result in a plurality of separate packages of bread; and
  - e. according to said instructions, enclosing two or more of said plurality of separate packages of bread with a third wrapper.

15. The method of claim 14, further comprising instructing a coupon-targeting system computer, which automatically controls the operation of a coupon-targeting system at the baking facility, to include promotional materials with each of said plurality of separate packages of bread.
- 5 16. The method of claim 15, wherein said promotional materials are placed inside said separate packages of bread.
17. The method of claim 15, further comprising including additional promotional materials with said third wrapper.
- 10 18. The method of claim 17, wherein said additional promotional materials are placed inside said third wrapper.
19. The method of claim 14, further comprising instructing a coupon-targeting system computer, which automatically controls the operation of a coupon-targeting system at the baking facility, to include promotional materials with said third wrapper.
- 15 20. The method of claim 19, wherein said promotional materials are placed inside said third wrapper.